



THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE



## THE-ICE Research Grant Scheme (RGS) 2024 Recipient

### Ms Pichaya Noranitiphadungkarn

**Director of Industry and International Relations, Dusit Thani College, Thailand**



Ms Pichaya Noranitiphadungkarn is an educator who for the past 20 years has experience in the fields of education administration, leadership, and hospitality & tourism. She is currently serving as the Director of International and Alumni Relations at Dusit Thani College – which has a major role in fostering global partnerships and promoting international initiatives within institutions. With her diverse background in academic roles and in the hospitality industry, she brings her knowledge and expertise to build her team and serve the organisation. Ms Pichaya Noranitiphadungkarn has been working for Dusit Thani College since 2008; alongside her main role, she is also appointed to be the secretary of the Council of Dusit Thani College since 2018. She is involved in several international events and was Chair of the 14<sup>th</sup> APacCHRIE Conference in 2016 and this year will be hosting the TTRA APac

Chapter Conference in Bangkok. Pichaya is also a board member of Travel and Tourism Research Association – Asia Pacific since 2018 and was sitting as the treasurer between 2019 – 2023.

Ms Pichaya Noranitiphadungkarn is currently pursuing a Doctor of Hospitality and Tourism Management from The Hong Kong Polytechnic University. She received her Master of Arts in Education, specialised in Administration, Policy & Leadership from The Ohio State University and Bachelor of Education from Chulalongkorn University. She also received the certification of Hospitality Management from Cornell University.